

California MEDICAL ASSOCIATION

NOTICES & REPORTS

C.M.A. Executive Director

IN A MOVE toward furthering the service of the California Medical Association's internal organization to its 17,000 members, the council has appointed Mr. Howard Hassard as executive director.

Mr. Hassard will combine his new post with that of legal counsel which he and his firm have held for the past 41 years. As executive director he will devote only as much time as is needed to coordinate the many activities of C.M.A. which, according to all population estimates, is destined to become the largest state medical association in the nation within the next five to ten years.

All other members of C.M.A.'s executive staff, according to the Council, will continue in their present positions.

Departmentalization and other changes in organizational structure that have been gradually worked

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out over the past year or more, in line with recommendations that were made by a management consultant firm, have made it necessary to have one person through whom all the Association's activities are coordinated.

It was felt that the new executive director came ready-made for the job. Not only has he been constantly in touch with the aims, the attitudes and the problems of the Association for more than 20 years, but he knows and has worked with the office personnel and with many of the elected and appointed officials of the organization. Hence he has a useful acquaintance with the capabilities and aptitudes of most of the people with whom he will regularly work.

Mr. Hassard is legal counsel for other medical organizations whose interests are related to those of C.M.A. He is retained in that capacity by California Physicians' Service, San Francisco Medical Society, the Alameda-Contra Costa Medical Association, and San Mateo County Medical Society. He is general counsel of Blue Shield Medical Care Plans and serves as legal advisor to a number of medical specialty societies. He is also legal counsel for the American Association of Blood Banks and local blood banks in California.

A graduate of the University of California at Berkeley in 1931, Mr. Hassard received his degree in law from Boalt Hall on that campus in 1934. He was associate editor of the *California Law Review* in the years 1932-34.

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